



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors
FROM: Leah Rosasco, Senior Administrative Aide
BY: Leah Rosasco, Senior Administrative Aide
SUBJECT: Revenue Sharing – Placer Land Trust

DATE: October 12, 2021

ACTION REQUESTED

Approve appropriation of \$2,700 in Revenue Sharing monies to Placer Land Trust as requested by Supervisor Gore (\$500), Supervisor Weygandt (\$500), Supervisor Holmes (\$500), Supervisor Jones (\$200) and Supervisor Gustafson (\$1,000).

BACKGROUND

In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants, therefore a benefit results to the County.

The Board of Supervisors is being asked to approve appropriations to help support the Placer Land Trust's annual Placer Conservator Awards event. Placer Land Trust protects and preserves historic landscapes by restoring wildlife habitats, controlling non-native invasive weeds, reducing fuel loads and improving public trail access. The Placer Conservator Awards is a fundraising event that celebrates the permanent protection of natural and agricultural lands and honors community members who contribute to quality of life through resource conservation. Due to the ongoing COVID-19 crisis, the event will be modified to include a streaming online auction and multimedia fundraising campaign. Revenue Sharing funds would help cover expenses associated with these fundraising and outreach efforts, including fees for the online auction forum, printing, mailing and other promotion expenses for both the auction and fundraising campaign.

FISCAL IMPACT

Funding is available in the FY 2021-22 budget (Revenue Sharing)

ATTACHMENTS

Revenue Sharing application received on 09/02/2021

Placer County Revenue Sharing

From: noreply@civicplus.com
Sent: Thursday, September 2, 2021 2:58 PM
To: Placer County Revenue Sharing
Subject: [EXTERNAL] Online Form Submittal: Revenue Sharing Fund Application

Follow Up Flag: Follow up
Flag Status: Flagged

Revenue Sharing Fund Application

Organization Name	Placer Land Trust
Address Line 1	922 Lincoln Way #200
Address Line 2	<i>Field not completed.</i>
City	Auburn
State	CA
Zip Code	95603
Applicant Name	Kara Walker
Phone Number	530-887-9222
Email Address	kara.walker@placerlandtrust.org
Website Address	www.placerlandtrust.org
Describe the organization's purpose and/or mission and the people served.	<p>Our Vision: Placer Land Trust believes that the preservation of wild open spaces, farms and ranches, natural resources, and natural playgrounds are vital to our quality of life today and in the future. Protecting these landscapes is essential to successfully build and sustain connections among people, their community, and the natural environment.</p> <p>Our Mission: Placer Land Trust works with willing landowners and conservation partners to permanently protect natural and agricultural lands in Placer County for current and future generations.</p>
Briefly describe the program or the event for	The annual Placer Conservator is an event that celebrates the permanent protection of natural and agricultural lands in Placer

which you are requesting funds.

County and honors the individuals who contribute to quality of life in our region through resource conservation. Traditionally the event is an in-person event for 300+ attendees that features a full program of testimonials, awards, a fundraising auction, and more. Last year we held the event online. This year, in an abundance of caution and concerned about Zoom fatigue, we have made the difficult decision to postpone the full event until 2022 when we can more safely gather again. Because Placer Land Trust's work to protect more natural and agricultural lands in Placer County is not slowing down and our need for community support in the 2nd year of Covid is greater than ever. We are streamlining the event to feature a special online auction and multimedia fundraising campaign reaching over 3,000 people, which the County's Revenue Sharing would support.

Briefly describe how Revenue Sharing funding would be utilized. (Please list items and activities to be funded with any Revenue Sharing funds allotted. Funding cannot be used for core budget needs or program or event staffing such as security, instructors, cleanup crews, etc.)

Revenue Sharing funds would help cover expenses associated with an online auction and multimedia fundraising campaign. This includes but is not limited to the auction online platform fees; printing, mailing, and other costs associated with a multimedia fundraising campaign; and promotion expenses for both the auction and campaign. All funds raised during the Placer Conservator will be used in the permanent protection of natural and agricultural lands in Placer County. Currently we are pursuing 10 projects with willing landowners, and Revenue Sharing funds would help us permanently protect up to four of these projects by the end of the year.

Has this organization received Revenue Sharing Funds in the past?

Yes

Specify year(s), event and amount received:

2020 - \$2000; 2019 - \$1500; 2018 - \$1000; 2017 - \$1000; 2016 - \$1000; 2015 - \$600; 2014 - \$1500; 2013 - \$2000; 2012 - \$1000; 2009 - \$500

Are you a non-profit organization?

Yes

Please enter your Tax Identification Number

68-0223143

Please attach your most recent W9 form

[W-9 Placer Land Trust 2021.pdf](#)

Please attach your most recent 590 form

[Placer Land Trust 590 - 2020.pdf](#)

Please attach additional documents *Field not completed.*

Please attach additional documents *Field not completed.*

Additional documents may be emailed to revenuesharing@placer.ca.gov.

I swear under penalty of perjury that the information supplied herein is true and correct I agree.

Electronic Signature Agreement I agree.

Electronic Signature Kara M. Walker

Email not displaying correctly? [View it in your browser.](#)